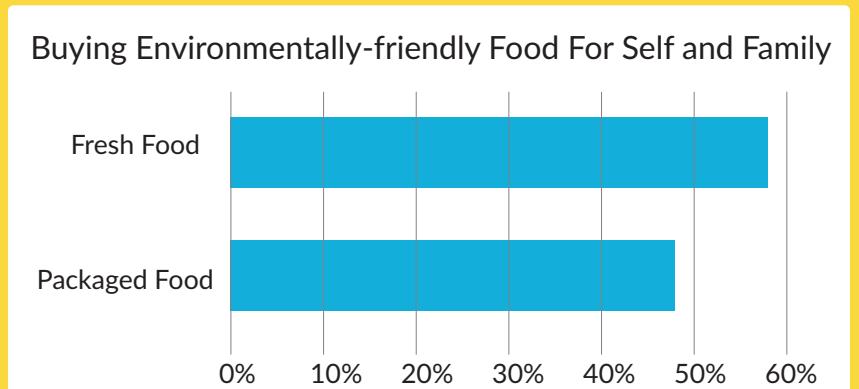


How Food Tech Startups Are Using Web Push Notifications To Drive User Engagement And Sales

Food Delivery is an extremely competitive space, especially in India. So, it is important to make the cut. Both mobile and desktop web form critical part of user acquisition and engagement strategy. The youth especially order online and try out something new and interesting. With fresh food high on demand, there lies huge opportunity to take the business to the next level.

- Punjabi dishes like Butter Chicken and Dal Makhni are high on demand.
- Popular international cuisines in India are Chinese and Italian.
- Nowadays people prefer fresh food over packaged food.



Push notifications is the ultimate solution to leverage geographical targeting and communicate in a timely fashion. They are swift and drive repeat visits, encouraging people to make a purchase. With web push it become easy to segment users based on their behavior and location and send them relevant notifications.

iZooto Push Notification
Start sending push notification is less than 5 minutes

Site Settings

<http://izooto.com/>

Web Push Notifications



Some Brilliant Use Cases

FreshMenu is an online platform that enables the users to order food and receive delivery service. They wanted to grow not only by acquiring new customers, but also in building a loyal engaged customer base and drive repeat transactions. Freshmenu implemented iZooto's web push notification and within 4 months of adoption, acquired over 125K Loyal Subscribers. They also got an average of 17% growth in visits week on week. With customers in Gurgaon, Delhi, Bangalore and Mumbai, FreshMenu are able to send location based notifications. Chai Point and Zzungry are other online food outlets that are live on iZooto, which have received amazing results as well.

Weekend offers

Weekends are the busiest, especially for a company is dealing with food. Push notifications sent out on weekends got higher click through rates than the notifications sent on weekdays.

20% OFF on all Orders
Friday = Funday. Order you fav Ice Chai

Site Settings

<http://chaipoint.com/>

TARGET AUDIENCE

NCR

IDEAL TIME

2:00PM - 4:00PM

CLICK THROUGH RATE

15% - 20%



It's Monday! Eat Good, Feel Good
Try Our Monday Special Veg/Non -Veg Salad

Site Settings

<https://freshmenu.com/>

Monday motivation

What is the best way to get rid of monday blues than eating amazing food? Monday calls for some tasty food to make you feel better. Grab this opportunity and turn it to you advantage by pushing out a notification.

TARGET AUDIENCE

All Regions

IDEAL TIME

1:00PM - 2:00PM

CLICK THROUGH RATE

10% - 15%

Special deals

Offering users attractive offers drives them to your website. What's better than good food which goes light on the pocket. Amazing discount offers make people want to click on your notification.

Meals For Steal!
At Just Rs 150 Enjoy Chef Made Fresh meals.

Site Settings

<https://freshmenu.com/>

TARGET AUDIENCE

All Regions

IDEAL TIME

11:00AM - 2:00PM

CLICK THROUGH RATE

5% - 10%



New Menu is Live Now!!
Maharastrian, Parsi, Chettinad Style. Try them all.

Site Settings

<https://Zzungry.com/>

Cuisines of the world

Spice up your notification incorporating new cuisines and dishes. People want to try something new and different. Different cuisines spark curiosity among people and the desire to try something new.

TARGET AUDIENCE

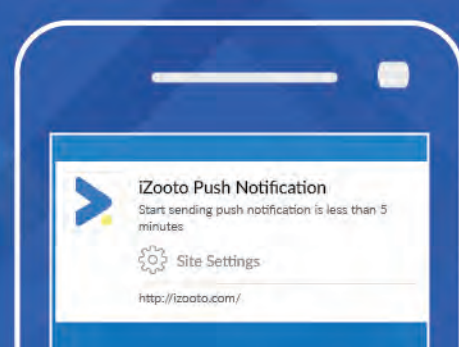
Bengaluru

IDEAL TIME

7:00PM - 9:00PM

CLICK THROUGH RATE

10% - 15%



Want To Engage Users Like Never Before? Try iZooto's Web Push Notifications For FREE.